

**Job Title:** Communications Coordinator

**Status:** Full Time (40 hours), Exempt

**Immediate Supervisor:** Events & Brand Manager

**Education:** 4-year college degree in Communications/Marketing, or equivalent experience

**Job Related Experience:** Minimum 2 years' experience in communications or marketing role

**Work Week:** Flexible Hours and Hybrid Office Schedule

**Physical Requirements:** Ability to lift up to 25 lbs and occasionally up to 50 lbs

## **JOB SUMMARY**

The Communications Coordinator is responsible for the development of consistent internal and external communications to support the brand image of United Way of Central Minnesota. The Communications Coordinator will ensure that all communications strategies, tactics, and materials are compelling, effective, and representative of the vision and mission of the organization.

## **KEY AREAS OF RESPONSIBILITY**

- Identify & develop stories that share the impact of our focus areas of education, health, and financial stability
- Create engaging communications targeted to key stakeholder groups, to increase knowledge, visibility, and impact of our work
- Ensure that communications are in alignment with organization goals, mission, and brand
- Assist with creation of collateral messaging that aligns with brand standards (letters/newsletters, blog, solicitations, press releases, etc.)
- Plan, monitor, and manage content for PFSS on UW website through vendor
- Create content & monitor social media channels and engage users
- Work with staff and web vendors to continuously improve the usability, design, and content of the organization's website
- Prepare presentations in PowerPoint, Google Suite and other presentation formats as needed

## **QUALIFICATIONS**

- 4-year college degree in Communications/Marketing, or equivalent experience
- Minimum 2 years' experience in communications or marketing role
- Exhibits proficiency in: Microsoft Office Suite including Word, Power Point, and Outlook
- Experience using: Facebook, Twitter, Instagram, LinkedIn, and YouTube
- Photography and video creation and editing skills (a plus but not required)
- Demonstrates strong writing and editing skills
- Must pass background check

**If you have further questions, please contact Sam Switzer, Events & Brand Manager at 320-229-3511. This position will remain open until filled.**

## **To Apply:**

Please submit cover letter, resume, website application, 1 letter of reference and 1 example of written work to: Tonya Miller at [tmiller@unitedwayhelps.org](mailto:tmiller@unitedwayhelps.org)

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